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| Course title: | Megatrends in Contemporary Consumer Behavior |
| Course title in Polish: | Megatrendy we współczesnych zachowaniach konsumenckich |
| Course for discipline: | Quality and Management Sciences |

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| Semester: | 4 | Status of course: | faculty | Language: | english |
| Academic year: | 2026/2027 | Catalog number: | 56/2025/26 | | |

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| Coordinator of course: | dr Alicja Fandrejewska-Nowakowska |
| Lecturer od course: | dr Alicja Fandrejewska-Nowakowska |
| Executing unit: | Institute of Management |
| Ordering unit: | Doctoral School SGGW |
| Assumptions, goals and description of the course: | The course aims to present and analyze key megatrends in contemporary consumer behavior. It provides an interdisciplinary perspective on shifting consumer preferences, taking into account technological, social and cultural factors, as well as their impact on marketing strategies and business models. Topics: 1. Sustainable consumption and environmental awareness, 2. Digitalization and e-commerce transformation, 3. The new ownership model: subscription-based solutions and the sharing economy, 4. Health, well-being and conscious lifestyle, 5. Hyper-personalization and offline-online convergence (phygital). 6. Trust, security and transparency in the digital environment (data security, algorithmic transparency, platform trustworthiness, fake reviews, and consumer protection regulations). |
| Didactic form, number of hours: | 15 hours |
| Teaching methods: | Multimedia presentation, discussion, case study |
| Limit of people in the group: | 15 |

| Learning outcomes | | |
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| KNOWLEDGE - the graduate knows and understands: | SKILLS - the graduate is able to: | COMPETENCES - the graduate is ready to: |
| To the extent enabling to revise the existing pradisms in the field/discipline - the world achievements, gathering theoretical background as well as general and selected detailed issues | Carry out critical assessment of the scientific research findings and expert activities and their contribution to the knowledge development in the field/discipline | Critically evaluate the achievements in the field/discipline represented |
| Major general development trends in the field/discipline | | Recognise knowledge in solving cognitive and practical problems characteristic for the area of research (field/discipline) and in an interdisciplinary aspect |
| | | Support the ethos of scientific circles and conduct independent research |
| The method of verification of learning outcomes: | Exam and project | |
| Form of documentation of achieved learning outcomes: | Examination report, project, student list | |
| Elements and weights of the final grade: | Exam - 60%, project - 40% | |
| Place of the course: | On-site, lecture room | |

| Basic and supplementary literature | |
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| 1. Bartosik-Purgat, M. (2017). Zachowania konsumentów. Globalizacja, nowe technologie, aktualne trendy, otoczenie społeczno-kulturowe, Warszawa: PWN, 2. Mazurek-Łopacińska, K. (2021). Zachowania konsumentów na współczesnym rynku. Perspektywa marketingowa, Warszawa: PWE, 3. Jaciow, M., Wolny, R. (2022). Polski e-konsument. Dekada zmian. Warszawa: Onepress, 4. Zrałek, J. (2018). Konsument wobec wyzwań zrównoważonej konsumpcji, Katowice: Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach, 5. Śledzińska, K., Włoch, R. (2021). The Economics of Digital Transformation. The Disruption of Markets, Production, Consumption, and Work, London: Routledge. 6. Nowacki R., Fandrejewska A. (2024). Next tech a prywatność danych i bezpieczeństwo użytkowników Internetu – perspektywa przedstawicieli pokolenia Z”, Twardzik Małgorzata, Shulhina Ludmyla (red. nauk) Bezpieczeństwo konsumenta na rynku nowych technologii i wybranych rynkach usług, , Warszawa: Oficyna Wydawnicza SGH. | |
| Comments: | N/A |

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| Estimated number of hours of work of the doctoral student necessary to achieve the assumed learning outcomes: | 10 hours |
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| Learning outcomes reference to the second degree characteristics of the National Qualification Framework (level 8) covering doctoral competences: | | |
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| Symbol: | Learning outcomes: | 8 level NQF |
| SD1_KW01 | To the extent enabling to revise the existing pradisms in the field/discipline - the world achievements, gathering theoretical background as well as general and selected detailed issues | P8S_WG |
| SD1_KW02 | Major general development trends in the field/discipline | P8S_WG |
| SD1_KU05 | Carry out critical assessment of the scientific research findings and expert activities and their contribution to the knowledge development in the field/discipline | P8S_UW |
| SD1_KK01 | Critically evaluate the achievements in the field/discipline represented | P8S_KK |
| SD1_KK03 | Recognise knowledge in solving cognitive and practical problems characteristic for the area of research (field/discipline) and in an interdisciplinary aspect | P8S_KK |
| SD1_KK08 | Support the ethos of scientific circles and conduct independent research | P8S_KR |